The Storagram

Kaufmann's

FIFTH AVENUE... PITTSBURGH

The Christmas Cover was designed by Ferdinand Sesti of The Interior Decorating Department.

The Storagram

Published monthly by and for the Fellow-workers of Kaufmann's.
Printed and bound in our own printing shop.

VOL. VIII PITTSBURGH, PA., DECEMBER 1927 NO. 11

EACH YEAR, as I sit down to write you my Christmas Greeting some one thought or idea rises above all others in my mind and I am impelled to communicate it to you. This year the thought that keeps recurring to me is the value and importance of that old-fashioned attribute called "Character".

I am sure you all remember being told when you were children that many of the unpleasant or difficult things that were required of you were necessary to "Build Your Character". At the time this probably seemed to you only another of the many useless and annoying ideas of your elders—you were too busy studying or playing to realize that these very things on which they were insisting were being absorbed unconsciously and becoming as much a part of you as were the cells of your body.

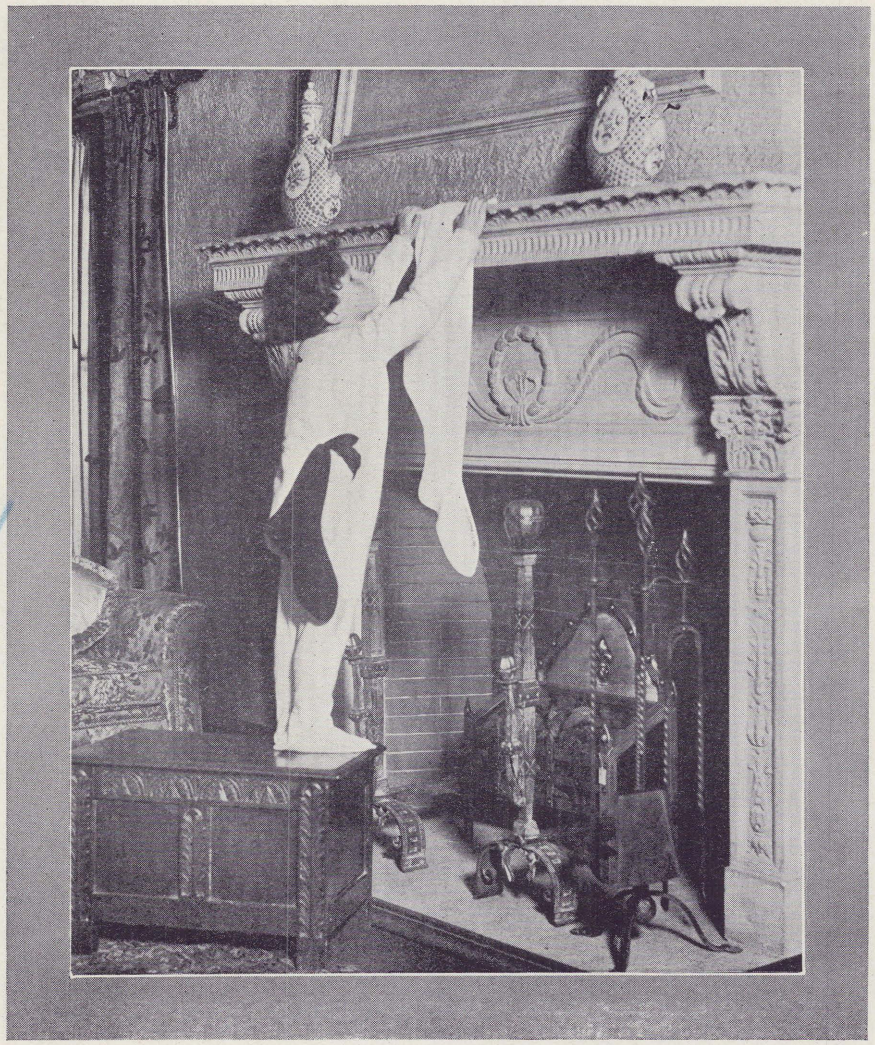
And now that you are mature—now that you are sometimes perplexed, confronted with problems, face to face with an often unsympathetic world—what is it that stabilizes you, gives you the courage of your convictions—affirms your decisions? Is it your knowledge, your social contacts, your healthy body? All these may help, but it is your character that is your real friend in need—that character which at one time seemed so negligible, so unnecessary and which is more really *you* than you ever dreamed it could be.

I have often, in my chats with you, compared a business organization with human beings—their development is much the same. When a business is young its founders are too busy keeping it alive, rescuing it from countless dangers, making it pay, increasing its volume, meeting competition, to pay much attention to these fine points which make the "Character" of a business enterprise. But the "child" comes to maturity when the character that has slowly and almost unconsciously become a part of it, evidences its tremendous importance.

I feel that this business has arrived at such a point in its career, and I think you all know and understand that *you* are the visible standard-bearers of its character. The public sees our business through you—judges it by you—because you are the points of contact between them. Many hours of the twenty-four are spent by you in this store. It is bound to be part of you and you part of it. Let the best of your character and the best of its character intermingle and be the expression of our attitude to the public. Let your sterling qualities be the trademark of Kaufmann's—make your sense of fairness, of cooperation, of service the evidence of this store's qualities. This will be, as character always is, its own best reward. It will make your Christmas merrier and your New Year happier than even my best heartfelt wishes can make them.

I hope that your holiday season and the year at whose threshold you stand, will hold for you unlimited joy and the fulfillment of every wish.

Edgar J. Kaufmann



Billy Bowers
Hangs Up a Good Big
Christmas Stocking.

TOY DEPARMENT COACHES

Santa's Best Aids

Mrs. Nugent and Mr. John Trainor declare these people are Santa's Best Aids. With Miss Hart, Training Supervisor, Mrs. Nugent and Mr. Trainor organized this staff of coaches who became their representatives in teaching the 190 new sales people of Toyland. Miss Hart supervised these "aids" in their teaching of such things as care and location of stock, merchandise information, selling points for merchandise, appropriate toys for various ages, and many other things needful for new people to know. Always the thought has been that through the coaches' teaching and help, the new people could do better work and the public could be better served. If there is a busier place than our Toyland this Christmas season, we haven't heard of it, and we all want to say a special-extra "Merry Christmas" to John Trainor, Mrs. Nugent, Miss Hart and the Toy Coaches and all the fellow workers on the Toy Floor who have done so much to help the Christmas shoppers in their preparation for the great holiday.

First row—Helen Hart (Training Supervisor), Olivia Buesker, Daisy Hilliah, Santa Himself, Marcella Mahoney, Clara Muck, Mary Seibel.
Second row—Adelaide Morgan, Helen Kazlowski, Jane Manown, Angeline Cokinos, Mae Huey.

Modernistic Art in Telca Pearls

New Fixtures

The new display cases for Tecla Pearls have occasioned much comment. Those who read STYLIGHTS for December 5th, will recognize in these new fixtures and cases, nouveau art—modernistic design. You will note here the characteristics of the modernistic school—a simplicity that is smart rather than severe; a new interest in angles; the use of silver and other metallic effects. There is something striking, arresting in this new art. The Tecla Pearl section is a copy of a famous salon in Paris. It was the exposition of Decorative Arts, in Paris, which brought Nouveau Art before the public, in 1925. Its vogue has been increasing, because it is in tune with the spirit of the age.

ISN'T IT STRANGE

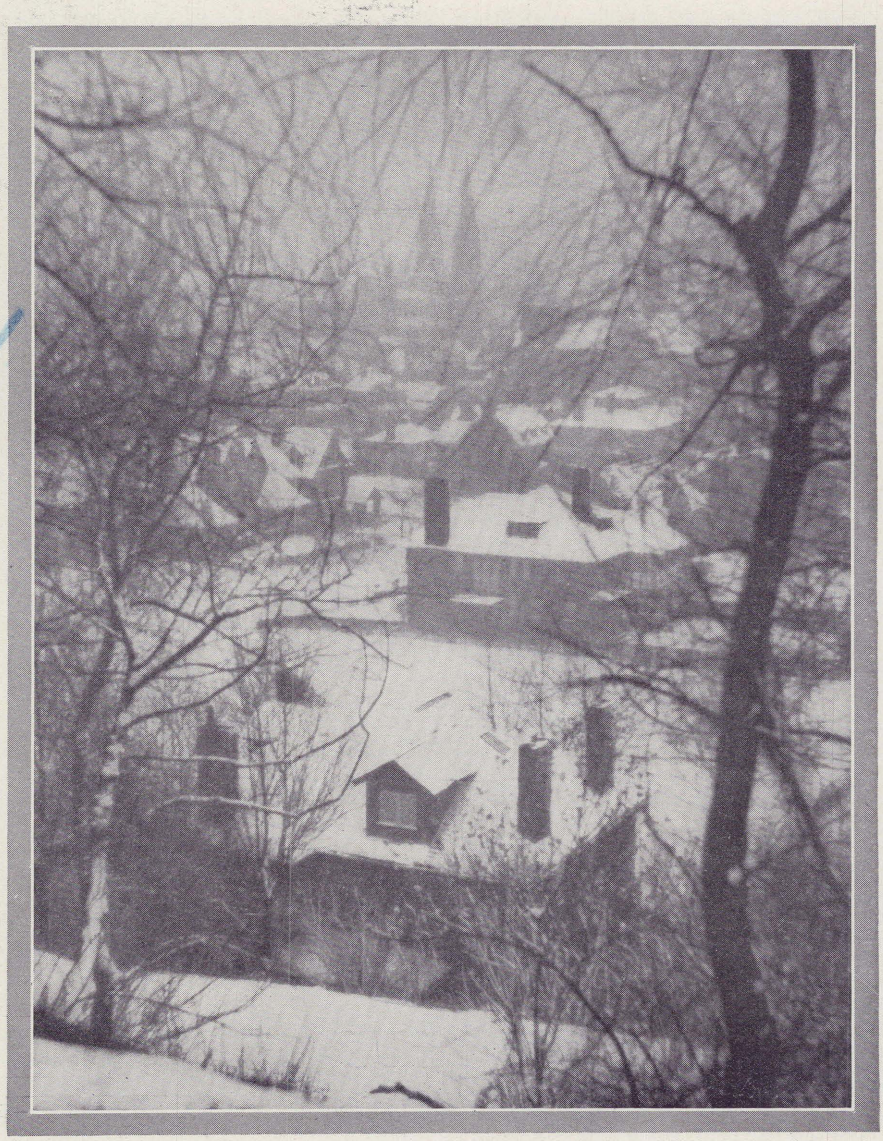
"Isn't it strange that Princes and Kings
And clowns that caper in sawdust rings,
And common folks like you and me,
Are building for Eternity?
To each is given a bag of tools,
A shapeless mass and a book of rules;
And each must make, ere life is flown,
A stumbling block or a stepping-stone."

—*Exchange.*

A GOOD SALE

Miss Fay Miller saw an elderly gentleman looking rather hesitatingly at dolls. Miss Miller said she felt at once that here was a customer who needed help in his shopping. He told her that he had seven little granddaughters to buy for—all between the ages of six and nine. Miss Miller at once brought out a special doll at $3.98 and showed it to the customer, calling his attention to its dainty dress and smiling face. She said she could get three different styles of dress at this price, and this would be a fine doll for his five youngest granddaughters. He seemed very well pleased and ordered five of these dolls and was ready to consider her helpful suggestion for the two older children on his list. Miss Miller brought out two lovely dolls, one at $10 and one at $7.50. The customer said quite decidedly that he wouldn't pay as much as $10, but he liked the $7.50 doll. Miss Miller agreed that it was a beauty for the price and would surely please any little girl who was old enough to take care of a good doll. She held it up to show off its lovely clothes, and the little ringlets that peeped from under the little bonnet. The more the old gentleman looked at the doll, the more pleased he was. He ordered two. The total of this sale was $34.90—a good sale!

A Pittsburgh Vista in Winter



Photograph by Mr. Charles K. Archer. This picture was taken from Center Avenue, overlooking the Oakland District. The spires of the Cathedral may be seen in the background.

Announced by all the trumpets of the sky,
Arrives the snow, and, driving o'er the fields
Seems nowhere to alight; the whited air
Hides hills and woods, the river and the heaven.

EMERSON

FIFTEENTH CENTURY GOTHIC CHEST

Would you like to see the kind of massive oaken chest a feudal lord of mediaeval times had in his castle? There is a reproduction of a fine old Gothic chest in the furniture department. It copies the original in every detail of its Gothic tracery, in its wrought iron hinges, rings and corner plates—and even in the mellowed coloring of the dark wood, as if it had stood for ages by the huge fireplace whose smoke had fumed the wood to this rich tint. In a large hallway or the spacious living room, of a modern home, such a chest would be a piece of furniture rich in beauty and interest.

"Gothic" the design is called. Vaguely, in most peoples' minds the word is associated with church arches, church windows. It is true that the pointed arch is Gothic. In history, the Gothic period was that time between 1100 and 1500—the age of the crusades, when a great religious fervor swept over Europe.

Then were great cathedrals built, with their towering steeples and pointed arches, symbolic of the heavenward reach of the religious soul. Furniture took its keynote from the architecture of the times. And in the "Gothic Chest" you may see a twentieth century reflection of a fifteenth century style in furniture.

Drivers and Service Men Who Have a No-Accident Record

Front row, left to right—Alexander Finnie, James Davies Robert Snape, Leonard Carothers, Albert Maurer, Raymond Kelley, Charles Kaminiski, James Downey, August Strube, Leo Heisel.

Back row, left to right—Alfred Wunder, George Balker, Joseph Weber, John Flaherty, Carroll Townsley, John Schmidt, George Schomo, Lawrence Ufheil, John Spencer, Raymond Malsch.

We congratulate the drivers and service men, in the picture above, upon their perfect record. For the past ten months they have driven their cars without a single accident. Work like this reflects great credit upon the men who made this record, and upon the organization which they represent. May they continue in their good work—and may the next group picture of "Service Station Honor Men" show twice this number!

Here's How to Get the Things You Want

Plan to Have Them

1200 Kaufmann Fellow Workers saved $95,000 in the Year Just Closing

They are going to have a Merry Christmas.
You, too, can get the things you want.

Tell the paymaster how much of your salary to save for you. It earns 4 per cent interest if allowed to remain the full term of 25 weeks

JOIN KAUFMANN'S SAVINGS CLUB

JOSEPH M. MEYERS

Assisting Us in Busy Departments

Left to right—Miss Esther Nystrom, Miss Esther Rice, Miss Thelma Johnson, Miss Jane Spencer, Miss Miriam Whittemore, Miss Viola Wolfe.

Miss Johnson, assisting Mr. Thiery in the Packing Department, Miss Spencer and Miss Whittemore, in the Toy Department and Miss Wolfe, who has been in the Books and Stationery Departments, all come to us from the Retail Research Bureau of the University of Pittsburgh. Miss Nystrom, in the Men's Furnishing Department and Miss Rice who has been assisting Mr. Drake in the Aisle Tables, come from the Prince School of Store Service Education in Boston. All six of these young women have given us the benefit of their training and study along the lines of service. We have been very glad to have them with us during these busy pre-Christmas days, and we hope they have enjoyed their experience in the Kaufmann store family. We wish them success upon their return to their respective schools, where they will resume their research and training for store service work.

SERVICE IS THE THING IN SUGGESTIVE SELLING

If you had a long shopping list, and a limited time in which to do your shopping, and not a very clear idea of just what you did want to buy for every one on your Christmas gift list, wouldn't it be a joy to have an interested salesperson help you with good, practical suggestions? After all, it's really only common sense, knowledge of your merchandise and an honest, wholesome interest in human nature that go to make up good salesmanship. The editor has heard of several splendid examples of the right sort of suggestive selling by some of our fellow workers—the kind of suggestive selling that certainly made shopping easier for the customer.

HOW A $5 SALE MOUNTED UP TO $50

Miss Mary Baker, of the Wash Goods Department in the Downstairs Store, helped a customer with her shopping and made a fifty dollar sale the other day, though the customer's original purchase only amounted to $5.68. Miss Baker said the customer asked to see some alpaca and she found her exactly what she wanted, the sale amounting to $5.68. In the course of the conversation during this sale, Miss Baker learned that her customer was a thrifty housekeeper, that she had several children, and did her own sewing. She could tell that the woman would be interested in seeing good values and would appreciate the service that goes with the right kind of suggestive selling. She showed her customer some special values in blankets—and sold her nine! She then showed her some table cloths, towels, flannels and scarfs. The result of Miss Baker's efforts to interest her customer was a sale amounting to eighteen items totaling $50.88!

GOOD SERVICE IS APPRECIATED

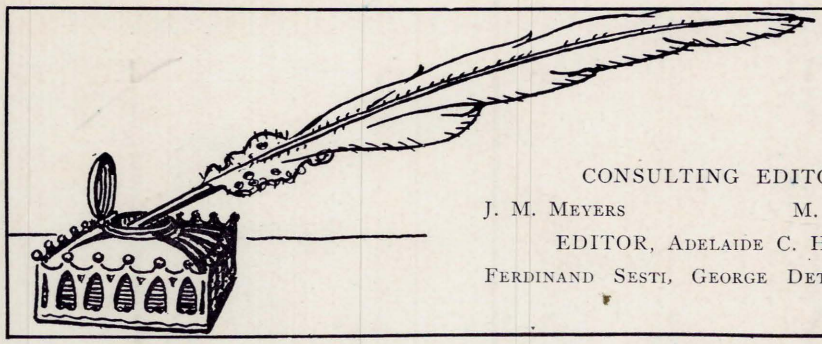
One day in November a customer called at the Employment Office to report the exceptionally good service he had received in the Toilet Goods Department. In conversation with Miss Newell, Employment Supervisor, he told her that he was in the U. S. Air Mail Service. A few days earlier, his plane had been crippled and he was forced to land near Pittsburgh. It was while his plane was being repaired that he came to Kaufmann's to shop. A stranger, he was exceedingly grateful for courteous service. Miss Freda Martin was the salesperson whose work was so much appreciated.

New Steno—"I've added up these columns ten times, sir And here are the ten answers."

CHRISTMAS SCENES IN PITTSBURGH

Photograph by Trinity Court Studio

The picture above was taken in Woodland Road, twenty years ago. The picture below shows Billy Spindler, Carol and Sunny Collins, children of Mrs. Spindler and Mrs. Collins of the Advertising Department.



CONSULTING EDITORS
J. M. MEYERS M. M. MALONEY
EDITOR, ADELAIDE C. HUNTER
FERDINAND SESTI, GEORGE DETRICH, Artists

Peace on Earth, Good-Will to Men

Almost two thousand years ago, in a lowly manger in Bethlehem of Judea on Christmas morning, was born a child who was destined to leave an indelible impression on the hearts and minds of men; whose teachings were to become the foundation of one of the great religions of the world; and whose philosophy of life and of service to one's fellow man, have made the name of Jesus Christ revered throughout the ages, by peoples of all creeds and races.

And so, on December 25, we celebrate the birth of this greatest of all exponents of service to humanity. The old refrain "Peace on Earth, good will to men" echoes in all the corners of the earth, and we are filled again with the glad spirit of Christmas.

Christmas is a season of happiness and good cheer throughout the civilized world. It is a time when our thoughts stray back to the old homestead and the hearthstone of our childhood; a time when we are reminded of our mothers and fathers and their tireless, uncomplaining sacrifices for us, and our happiness and well being; a time when we as grown ups, live again the golden days of youth, and our blood quickens with the memory thrills of the wonderful times when we were youngsters waiting in awe for old Santa to come.

With such memories flashing thru our minds, is there any wonder that our thoughts at Christmas are nobler, more sublime, more generous, and more tender than at any other season of the year? Is there any wonder that our finer qualities are then brought closer to the surface? Is there any wonder that we are filled with the spirit of wanting to do for others, of wanting to add to their happiness and pleasure, of truly wanting to serve?

It seems to me that we as department store workers, are particularly fortunate in the opportunity which is given us to render real service and to spread the Christmas spirit, not only at this happy season, but throughout the entire year.

We are contacting daily with hundreds and thousands of customers, often tired, nervous, petulant customers. A true spirit of service—the Christmas Spirit, if you please, whether in December or in July—demands of each of us that we make the task of shopping, not a burden, but a pleasure to those customers. A true spirit of service requires that we go out of our way to make helpful constructive suggestions; that we serve with a smile, always; that we retain an even good temper on all occasions; and that we be ever mindful to spread good will and to give to our customers the utmost in intelligent, patient, painstaking service.

What an opprotunity for all of us! How splendid a thing it will be to carry this spirit of Christmas with us all through the year—in windy March, in sultry July, in colorful October, and in all the intervening months!

We get as we give, and the truest recipe for a satisfied, happy heart is for you and for me to do our utmost to spread satisfaction and happiness among those with whom we daily come in contact. Will you not do your bit, and insure you own satisfaction by extending and perpetuating the Christmas spirit, the spirit of service, throughout all the days of the coming year? It's worth trying, isn't it?

And so, may your Christmas be a happy one; may old Santa fill your stocking full to overflowing with the good things of life; and may your heart be light both now and in the year to come, with that inward complacence and satisfaction which comes from having served well, no matter how small the task.

A Merry Christmas to you, and a Happy New Year!

Ann S. Lloyd

"When a Fellow Needs a Friend"

ARE YOU A GOOD BOY?

Remember those good old days, when your mother dressed you up in your best clothes and slicked down your hair and told you if you were a good boy, she'd take you down town to see Santa Claus? Were you a good boy? For the next hour or two, your conduct was exemplary. In fact you were so unnaturally good that your mother thought maybe you were coming down with the measles or something.

As soon as you got off the elevator and stepped into Toyland, the thrills began—Toy Trumpets tooting, toy pianos tinkling, dolls crying, toy trains chug-chugging, and all the children in the world, so it seemed to you, squealing with delight! Then, your mother led you into the mysterious throne room—into the very PRESENCE OF SANTA CLAUS. Remember how the cold shivers of ecstasy, mingled with a kind of panic, ran up and down your spine?

A sweet little angel faced blonde, about four years old, was just ahead of you in Santa's line. You heard him asking her if she was a good girl. Of course she answered with all the assurance of her pure, young, blameless life that she was. You envied her that perfect record! Then it was your turn. Ouch! Remember how Santa loomed up big and terrifying, when he asked, "Well, Jackie, are you a good little boy?"

Remember how you squirmed and tried not to show it in your face when your sins rose up in your memory? Of course you know you did tie a tin can to Skinnay's dog's tail, just the day before; and you hid your little sister's doll to make her mad. Could Santa read that in your face, you wondered? You swallowed hard and whispered hoarsely, "Yessir." And then he patted your head and smiled again and said, "I thought you were." Oh, wasn't it a grand and glorious feeling!

Jackie Loch, the little son of Alma Loch, of the N. S. S. S. Print Shop, is the little boy in the photograph above. George Detrich, of the Advertising Department, drew the Santa.

Kaufmann's Stylights and Style Meetings to Keep Us All Style-Wise

Kaufmann's is alert to style trends. Our fashion representatives attend all the Paris openings, bring back the best models from the foremost couturiers and keep constantly in touch with fashion authorities. Our stocks of fashion merchandise (and this includes other things besides apparel) are up-to-the-minute. In order to promote the more general study of style trends, a Fashion Bureau was inaugurated last month. They adopted an interesting program, including a bi-monthly bulletin and style meetings to be held for all sales people, to keep them informed about fashion trends.

STYLIGHTS, edited by Miss Adelaide C. Hunter, is a bulletin of authentic fashion information, published exclusively for Kaufman's salespeople, made its initial appearance last month. In this rapidly moving age of ours, fashions change quickly. We who are engaged in the fascinating business of selling style merchandise must use every means at our command to keep informed about ever-changing fashion. We must keep ahead of our customers' information on the subject—and that means that we must be alert, indeed. Our customers are picking up style information all the time from many and varied sources. They read it in many papers and magazines; they travel widely and observe fashions; they see style presented in moving pictures and on the stage; they hear style talks over the radio. All of this makes us realize that to serve style-wise customers, we must be constantly alert to keep informed about what is the fashion of the hour. To help you in this study, Kaufmann's publishes STYLIGHTS.

Miss Josephine Miller, Training Supervisor on the fourth and fifth floors, conducts the Style Meetings that follow each issue of Stylights. Miss Miller, in collaboration with the buyers whose merchandise is being considered, and with the Display Department, gives interesting talks on the style merchandise referred to in STYLIGHTS. In a series of talks, she brings out the high lights of style typified by these new articles. Mr. William Frye, of the Display Department, has arranged all the displays which are used for demonstration in these Style Meetings, and they have been interesting and much admired. Miss Miller's talks have been given in various parts of the store, which groups from other floors could conveniently reach. The meetings are held from 9 to 9:30 in the mornings, and the five hundred salespeople who attended the November meetings may feel that they have started a worth-while series of fashion meetings which is to continue throughout the year.

FORTY-SEVEN STORE FAMILY CHILDREN

See their pictures on pages 12 and 13

Here are just a few of the many pictures of our fellow workers' children that came to the editor's desk. No attempt was made at selection of pictures for these pages. Pictures were used as they came. Many came too late for publication in this issue, and they will appear in the February number of the Storagram.

Top left, down and around the page—Betty Flory, Helen Jacobs, Clifford Bateson, Dorothy Bradshaw, Lester Dewalt, Doris McWilliams, The Children of Edward O'Connell, Thomas Cole, Jr., Sonny Norten, Billy and Albert Landstorfer, Catherine Cavanaugh, Peggy Cavanaugh, Jean Dart, Olga Marsalek, John McCready, Charles Kelly, Jr., Sallie Mavis, John Whitehart.

The five who stand between Santa's outstretched arms—Jackie Loch, Mary Jane Traub, Joseph Sesti, Margie Hanlan, Janet Rosenberg.

The other children on these pages—George Stowitzky (on pony), Grace Bieg (next to pony), Ruth and Paul Lanstorfer, Bernice Herbst, Francis Marsalek, Evelyn and Doris Arendt, Edgar Lapidus.

These Chi
Fellow-Wo
Merry Ch

ldren of
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Left
A portion of the Men's Clothing Department

Below
Men's Furnishing Section

Kaufmann's Annex Opened November 7th

Another chapter was added to Kaufmann's history when the Annex was opened, on November seventh. Most of our fellow workers are familiar with the history of Kaufmann's—how it began in a little shop 18 x 32 feet, on Carson Street; how it moved to larger quarters on Federal Street; how it come to Fifth and Smithfield, across the street, how it outgrew that location and finally reached its present location; and finally how it expanded here, first to cover the whole block from Fifth to Diamond, then higher, and higher into the air. But that last addition to the main building in 1913 was not the last word in Kaufmann's growth.

Now we have expanded into additional quarters across the street. The Annex demonstrates Kaufmann's progressive spirit—always on the alert to offer better service. The Annex serves a unique purpose, being the only store of its kind in our city—a men's store where unusually large stocks of popular priced clothing and furnishings are carried and where all the accommodations and service of Kaufmann's main store are offered. With an entrance on Diamond Street and another on Smithfield Street, with spacious quarters and new display fixtures, the Annex is a store men appreciate. Here they get quick, efficient service. Already the Men's Clothing section of the Annex has had to increase its space to meet the quick response of the men who have welcomed this new store of theirs! We extend our congratulations to Mr. Jacob Salomon, manager, and to Mr. Robert Porter, assistant; to Mr. Barney Blum, of Men's Clothing; to Mr. Hohenstein of Men's Furnishings; and to all the staff of the Annex: Jack Casale, Russel Butts, William Lewis, William Newman, Jack Cohen, Elias Hyman, Maurice Goldstein, Elizabeth Jerome, Louis Nagy, James Rowley, Edward Mansman, Franklin Murphy, Helen Murphy.

SERVICE STATION SAFETY COMMITTEE-MEN

Left to right—George Erb, Henry Doerfler, Raymond Bottorf, George Kennedy, Frank Lowry, William Maxwell, Joseph Ruppert, Thomas Armstrong, Edward Brush, David Kelley, Alfred Bosworth, Clarence Shaw, Joseph Hadley, Albert Coneby.

Both the North Side and Forbes Street Service Stations participated in the Safety Campaign. The men in the picture above, in cooperation with the National Safety Council, were active in the month's campaign.

A DRIVER'S LAMENT

"I'm a tired and weary driver
At the close of every day,
And the things I have to worry me
Will turn my young hair gray.

I don't mind work—I like it,
But I feel that it's not fair
To do a lot of extra jobs
Because of someone's lack of care.

Once to a country town I went,
In order to inquire
As to the habitation
Of a man named Jim McGuire.

He lived near County Highway B,
The first turn to the right,—
And if the check had told me so,
I'd got home while 'twas light.

Last week I took a package—
A heavy one, at that!—
Out to East Pittsburgh,
To an upper duplex flat.

The customer was out that day,
And out the next day, too;
So out I went another time—
As I was glad to do.

I carried up the purchase.
She answered to my rap,
But said the package wasn't hers,
And I'd waked her from a nap!

Meanwhile, down in Kenosha,
A customer distraught
Was wondering what had become
Of the merchandise she'd bought.

So, in writing out a sales-check,
Please check upstairs or down,
And note the nearest highway,
And correct name of the town.

In return for this real service,
We'll do our best—what's more,
If you can only sell it,
We'll deliver *the whole store!*"

—Exchange

Help the Drivers

Below are a number of examples of addresses that were not written correctly. Notice the type of error made and see how it hindered the driver in delivering his parcel.

AS IT WAS	SHOULD HAVE BEEN
305 Craig Street—	305 SOUTH Craig Street
849 Ivy Street—	849 HIGHVIEW Street
Oakland, Pa.—	OAKDALE, Pa.
760 Tuscarora St., E.E.—	7609 Tuscarora St., HOMEWOOD
351 Lehigh Ave., Braddock—	351 Lehigh Ave., EAST END
215 S. Clinton Ave.—	215 S TRENTON Ave.
87 Spring Street—	87 Spring AVENUE
5533 Ashberry Avenue—	5533 ASHBURY PLACE

Notice that Ivy was written instead of Highview; that Clinton was written instead of Trenton. These names do sound somewhat alike. Spelling back the names of the streets to the customers will help to avoid this and other types of errors.

When N. S. Service Station Helped Explosion Victims

AN IMPROVISED COMMISSARY

The North Side Service Station suspended regular business on the day of the gas tank explosion, November 14th, and became a first aid center for the stricken neighbors whose homes were shattered. Within a few hours a truck load of food had been rushed to the big Service Station, and for three days Kaufmann's supplied bread and butter and milk to the explosion victims who came for this help. In addition to this commissary service, the Service Station, which stood like a fortress of refuge among its wrecked neighbors, supplied coal to many families, and window glass for many homes whose windows had been blown out. Kaufmann's trucks were placed at the disposal of families who had to hurry away from their collapsing homes. Our North Side fellow workers were untiring in their first aid and relief work. We are all proud of the good that they did during those sad days following the explosion.

NEWS AND VIEWS FROM ACROSS THE POND

"Lucky" Rose, one of the N. S. S. S. drivers, won a fruit cake and two turkeys during Thanksgiving week.

Our congratulations go to one Mr. Robert Cowan, to whom Grace McKenna is engaged, as recently announced. We call him lucky!

Who's next? Sam Goldstein says his girl hasn't asked him yet, but he still has hopes.

On Wednesday morning, November 16th, our hero, Mr. Frederick Beck, did the disappearing act. When he showed up, he brought the news that he had married Miss Catherine Duffy, of the North Side. We all congratulate Mr. and Mrs. Beck.

On Monday, November 21st, Miss Florence Caruso left us for a two months' vacation to be spent abroad. We wish her much happiness on the trip and shall be glad to welcome her back.

We are all sorry to lose Mr. Claherty and wish him success in his new work.

All the fellow workers of Mr. Perrott, one of the N. S. S. S. drivers, extend to him their sympathy on the recent death of his mother.

We welcome Miss Ricketts who has come to the N. S. S. S. to assist Mr. Willis in the carpet workroom.

THE LAUNDRY STAFF

Left to right—Charles J. Campbell (Manager), Annie Garcia, Mrs. Jennie Cricks, Anna McCarthy, Mary O'Mally, Agnes Gardeck, Mary Kotlowa, James J. Miller.

The store Laundry is a busy place—one of those non-selling departments that is tucked away behind the scenes, up on the 13th floor. Few of our fellow workers know of its existence; that's why we thought we would like to show the picture of the Laundry staff in the STORAGRAM. These people launder from eight thousand to ten thousand pieces a day! All the washable uniforms used in our store (such as those worn by the maids, porters and waiters), all the towels and the table linen used here are sent to our own laundry. In addition to this, the Laundry does all the shrinking that is required in such yard goods departments as woolens. Here, then, is another one of the many service departments that it takes to make the work of our great store complete.

DEPUTY SANTA CLAUS

The melancholy days are come,
The saddest of the year;
The tooting horn and banging drum
Will soon assault the ear.
It's father, when the bills are due,
Who pays and pays and pays,
And that is why he's feeling blue
These melancholy days.
Now doth the fam'ly take a hand
In shaping father's fate;
They do their shopping early and
They also do it late.
In stepping out with Santa Claus,
They get a lovely thrill,
Which doesn't cost a cent because
They charge it on the bill.
Oi, yoi, the melancholy days,
Are surely with us now,
While father pays and pays and pays
With sadly furrowed brow.
For future reference he files,
The Merry Christmas bill,
While Santa smiles and smiles and smiles,
And is a villian still.

—News Clipping

MISS KREDEL ROLLS UP A HIGH SCORE

We all know that there are two different ways of judging a busy day on the floor. You total up the dollar-volume of your sales, and you count the number of your transactions.

Speaking of number of transactions, Miss Kredel rolls up a high score, with 2,550 lessons in System. That was the count on December 8th; it will be greatly increased before the last week in December. Miss Kredel with the assistance of other members of the Training Department has taught System 1, 2 and 3; the use of the Measuregraph and the Cash Register. It has been Miss Kredel's constant aim to teach the new-comers the essential things about our store system, so that they may approach their new work on our busy floors with some degree of confidence, and thus give better service to our customers.

FOUND

A dress, a scarf, a rain coat, an umbrella, a photograph, one pair of hose, two pairs of kid gloves, four pairs of fabric gloves.

The above articles are being held in the timekeeper's office on the Tenth Floor.

MORE JUNIOR MEMBERS OF THE STORE FAMILY

Above—Mr. Gus Linder, Manager of the Furniture Department, is shown here with his family.

Left—Gladys McCready, daughter of Mr. S. S. McCready, of the Furniture Department.

Right—Mr. Theodore Krieger, of the Furniture Department, with his little grand-daughter, Mary

Center left—Billy King.

Lower left—Jackie Collinson, son of Mr. John G. Collinson, of the Furniture Department.

Center right—Billy Spindler, son of Mrs. Carol Spindler, head artist in the Advertising Department.

Lower right—Maureen Dolan, daughter of Mr. Joseph Dolan of the Advertising Department.

Below—John and Francis Heilman, sons of Mr. John Heilman, of the Furniture Office.

Sports as Reported by "Sid"

"K.O's" DROP OPENER

Before a fairly good sized crowd on Thursday, December 8th, at the South Side Market House, where all league games are played, the Kaufmannites headed by Capt. Johnny Serbin lost the "lid-lifter" to the "All-Star" Duquesne Light Team by the close score of 45-42. The game was said to be one of the best ever played on that floor and the score itself is enough to verify the fact that it was a very hard-fought and fast-played fracas. Not until the last few moments of play was either team certain of a victory, when each took their turn at scoring and leading by a single point. With his opponents leading by a field goal, Packard looped one "beauty" from the extreme center of the floor to tie things up. However, the Duquesners broke through and managed to score a field goal and a free point from the foul line, thus "putting the game on the ice" as it were. Kaufmann's seemed to have things their own way by holding their opponents to a ten-all score for the first quarter, leading by a lone point at the half. Finally at the third quarter's end the score was 34-31, with the boys on the long end of it.

Every man that played in the game is to be complimented on his able playing and sportsmanship. It would be unfair to any one to mention a "star" for Kaufmann's, as each individual played his best brand of ball and offered some unexpected thrills such as mid-floor field goals, great passing and clever dribbling. By the looks of the team we should be proud to say that we are "backing" such an athletic organization. The first night's showing was a good forecast for a most successful season in this branch of sport. Those who participated in the "opener" were: Capt. Serbin, Men's Shirts; Al Gums, Men's Underwear; Segal, Children's Shoes; Small, Basement Shoes; Sussman, Basement Shoes; Packard, Men's Shirts; Rubenstein, Rugs; Sloan, Forbes Street Warehouse.

The box score is as follows:

DUQUESNE LIGHT		KAUFMANN'S
Ritzel	F.	Serbin
Davis	F.	Segal
Gibson	C.	Small
Rhoades	G.	Packard
Longmore	G.	Rubinstein

Subs—(D. L.) Kubiac for Ritzel. (K.) Gums for Segal, Sloan for Gums, Sussman for Sloan. Referee. Al Speer.

Field Goals—Kaufmann's: Small, 5; Rubenstein, 3; Serbin, 3; Packard, 2; Susman, 2. Duquesne: Davis, 7; Rhoades, 3; Gibson, 3; Kubiac, 3; Longmore, 1.

Fouls—Kaufmann's: Twelve out of nineteen. Duquesne: Eleven out of twenty.

Score by Quarters	1	2	3	4
Duquesne Light Co.	10	8	13	14
Kaufmann's	10	9	15	8

—*"Sid."*

BASKETBALL SCHEDULE FOR JANUARY

Tuesday, January 5, P. & L. E.
Thursday, January 12, Horne's.
Thursday, January 19, Dravo Construction.
Thursday, January 26, Liberty Baking.

STRIKES AND SPARES

Mr. Wolf, owner of the "Cubs", offers the boys a great treat if (?) they should finish in first place.

"Shorty" Drake of the "Colts" is faltering—and how? Wake up Drake!! The "Paymaster" is also slipping in his averages.

The bowlers seem to forget about the foul line ruling. Roth and Theiry have had two "personal fouls" called upon them. Adolph can't help extending his anatomy over the line.

Mr. Clarkson, sponsoring the "Mark-Ups" is trying (?) for a place on the team.

We would like to see more of the team backers "turn out", especially Mr. Paley. It is also rumored that the drug magnate wishes to sell his franchise.

A barber shop lament—"There is more good bowling done in here than on the alleys".

Fichter of the "Mark-Ups" leads the League with an average of 141 for twenty-seven games. Luft of the "Hounds" is next with 136 for twenty-seven games and still holds the highest individual score for one game with 241 points.

"Paley's Pills" on Monday evening, November 21st, established a record score for one game with 719 points.

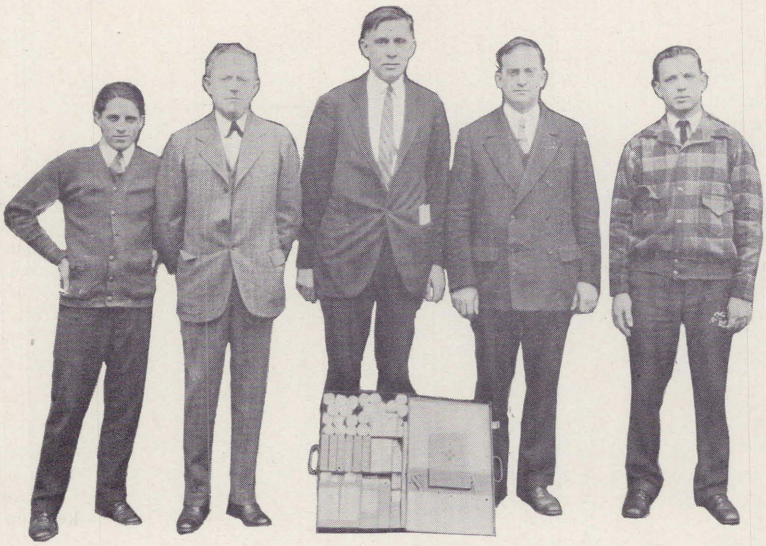
TEAM STANDING WEEK OF DECEMBER 5th.

	W.	L.	P.
Goldstein Ivories	18	9	.667
Clarkson Mark-Ups	17	10	.629
Wolf Cubs	16	11	.592
Oliver Hounds	13	14	.482
Edgar Colts	12	15	.444
Paley Pills	5	22	.185

NORTHSIDE BOWLING LEAGUE

	Games	Aver.
Carlin	30	128
Brush	30	126
Doseck	18	125
Wassell	33	122
Bossing	27	118
Rose	31	117
Bottorf	33	114
McGoey	33	114
Jahn	30	114
Weltz	15	114
Penott	24	113
Willis	27	112
Flaherty	24	112
Lanz	30	110
Geis	12	106
Sansa	33	104
Nagel	12	104
Bauers	30	100
Padget	24	100
Bosworth	27	96
Beardsley	33	95
Lagorio	33	95
Claherty	27	95
Perkins	33	93
Smith	24	92
Knappe	30	83
Goldstein	3	93

Forbes Street Service Station News



Left to right—Sam Spokane, C. J. Hanlan (Superintendent), George Erb (Capt.), Albert Coneby, Joseph Hadley.

Bill Martin is the proud possessor of a straightline four of the most popular make. Bill says it will do 35 on a hill. He didn't say which way on the hill.

Bleicky was the only sport we had this season. He brought back from the woods game of all descriptions. And what he brought back, it seems, is only a handful of shells compared with the ones he wounded and those the dog lost!

Two new furniture trucks were added to our fleet early in November. One goes to Carrick.

The storage space of the garage was increased recently by the removal of a partition which has added space for twelve cars. This greatly relieves congestion.

Even the most conservative taste seems to go wrong the day after Christmas. No matter how dad usually dresses, you're apt to see him blossom out, after the gifts have been exchanged, with a green shirt, yellow tie and handkerchief with a wild rose border! And his cigars—but why bring that up?

We wonder why it wouldn't be a good idea in the home to dispense with the secrecy in the matter of Christmas gifts. Especially those old enough to realize that they can reason with Santa Claus, might just as well find out what is really needed and wanted by the adult members of the family, and thus make their expenditures give the maximum of pleasure.

Mr. Bucher, in the uniform of a major made a call at the Service Station on Armistice Day, enroute to the parade formation. Later he was noted stepping along with the boys, as the parade passed Forbes Service reviewing stand.

This is Station F. S. S. S. signing off. Good night—and Merry Christmas!

MISS LEE LEAVES US

It is with great regret that we say goodbye to Doris Lee who has so successfully managed the Adoria Beauty Salon. Miss Lee leaves us to become general manager of a group of beauty salons belonging to one of the largest "beauty concessionnaires" in the world. Her territory includes Pittsburgh, so we shall count upon the pleasure of seeing Miss Lee often. We wish her success and happiness in her new work.

Miss Margaret Hallye succeeds Miss Lee as manager of the Adoria Beauty Salon. We welcome her to the store family and hope that she will be happy with us.

CHRISTMAS IN THE HEART

It is Christmas in the mansion,
Yule-log fires and silken frocks;
It is Christmas in the cottage,
Mother's filling little socks.

It is Christmas on the highway,
In the thronging, busy mart;
But the dearest, truest Christmas
Is the Christmas in the heart.

—*Anonymous.*

NEWS OF PACKERS AND WRAPPERS

Packers, Checkers and Truckers Deserve Credit for their Good Work and Co-operation

Mr. F. Stoops, First Floor	1903
Mr. P. Kovach, Third Floor	1409
Miss M. Claus, Fourth Floor	1719
Miss M. Weber, Fifth Floor	3506
Mr. J. Finnigan, Seventh Floor	3963
Miss R. Michalek, Seventh Floor	3303
Mr. F. Bisiada, Eighth Floor	2672
Mr. M. Donaghue, Ninth Floor	1593
Mr. W. Grant, Drug Packing	3398
Mr. H. Franz, N. S. S. S.	2129
Mr. J. Kay, F. S. S. S.	4644

With great sorrow we announce the recent death of Allen Hartner, who had been with us in the Packing Department for the Christmas period. He died after a short illness. His fellow workers here miss him sadly, for he was a young man of many good qualities.

Miss Florence Caruso, one of our packers, was married on November 22, 1927, to Mr. Frank C. Saunderbeck at the Madonna of Jerusalem Church in Sharpsburg. The packing department presented her with a beautiful floor lamp. Jake and some of the boys were at the reception in the evening, and they all had a wonderful time. We all wish Mrs. Saunderbeck lots of happiness.

Ninth Floor

Among the fellows who have greatly aided the "Christmas Gold Rush" as well as made new friends are: Mr. Hare, assistant superintendent, and Messrs. Stravinsky, Anthony Sauers, Brown and Richards, Floor Floormen.

Mr. Horn and his "office force" have been much in evidence and Mrs. Barrie at the Service Desk has added to the success of the Toy Department as well as the other departments.

Several familiar faces of those who worked in the Toy Section last year, were amongst those present this year when the season opened.

A treat will be in store for the radio fans in the near future, when "The Romancers" managed by Sid Dickler will broadcast from one of the local studios. "Page Mr. Whiteman"!

Johnny Durkin, the snappy little package boy of the Drapery Department, is to be given credit for his untiring efforts during the past few weeks. Also the cashiers and wrappers of the department are to be congratulated on their good work. Keep it up!

SUICIDES

"I think I'll commit suicide."

"Good, but turn off the gas when you're thru."
—*Bixon.*

The following girls have wrapped the most packages on their floors; for the month of November, 1927:

Miss G. Hart, Central Wrapping Room	4887
Miss M. Martin, Basement, Infants' Wear	7884
Miss M. Helman, First Floor, Books	3858
Miss E. Orris, Second Floor, Men's Shoes	1963
Miss C. Dimmell, Third Floor, Boys' Fgs.	5634
Miss V. Dodson, Fourth Floor, Dutchess Shoppe	2250
Miss C. Zalac, Fifth Floor, Ladies Shoes	3329
Miss A. Rozenas, Sixth Floor, Wash Goods	9195
Miss M. Reid, Seventh Floor, China	2187
Miss C. Meenihan, Ninth Floor, Curtains	4887
Miss M. Brazin, Ninth Floor, Toys	1206
Miss M. Diskin, Tenth Floor, Alteration	4696
Miss M. Pritchard, Eleventh Floor, Radios	931
Miss E. Jerome, Annex	790

The above mentioned girls had the highest number of packages. *But* all the wrappers and cashiers throughout the store deserve credit for their work; and we heartily encourage them to keep up this spirit during the Holiday Season.

On Thursday morning, November 24, 1927, at St. James Church, one of our Head Inspectors, Miss Cecil McCloskey of the Basement, was married to Mr. Edward W. Lutz. Miss Elser, Miss Meyers, Miss Kascmer, Miss Libbon, Miss May, Miss Hediger, and Mr. J. J. Thiery were at the church to see the ceremony. We all wish Mr. and Mrs. Lutz the best of luck and happiness.

The Spirit of Christmas

Lo! It is here again—
That brightest of times,
When the world rejoices,
And holiday chimes
Ring through the air.

No! Not for a few
Is this blessed time meant;
To each and all
Is the message sent
Of good will and cheer.

Mark! How the mother smiles
As she chooses the gifts
That will gladden her child.
How she tenderly lifts
Those treasures rare.

See! How the young folks rush
In their eager desire
To hasten their shopping;
With excitement afire
They surprises prepare.

Ah! The world turns gay,
And mingles a prayer
With its laughter and tears
When the Spirit of Christmas
Fills the air. —*Anonymous.*

First Floor News

Mr. Rosenberg has returned from his European buying trip. We are all glad to have him back again.

We welcome to the Glove Department Miss Sara Sotten.

No, that isn't a streak of lightning that seems to flash over the main floor; that's just that little fellow, Andrews!!

We're always glad to see Miss Helen Menihan, cashier in the Men's' Furnishings, come along to help us out during the busy holiday season.

Ted Rowan has returned, we are glad to report, after being out with an attack of bronchitis.

We are all watching the basketball work of Packard. We think the First Floor has a star there.

Mr. Bradford, of the First Floor, entertained a number of fellow-workers at a stag dinner recently.

Miss Nystrom, who is assisting Mr. Hook, is welcomed by every one in the Men's Furnishings. They say they like her pleasant smile!

We welcome Mr. Thompson, formerly with the Pittsburgh Dry Goods Company, who has come to take charge of our new Smoke Shop.

Fourth Floor

Mr. Heyman's fellow-workers extend to him their heartfelt sympathy upon the recent death of his mother.

The Sports Shop is making a most interesting showing of sports attire for southern resorts. The colorful dresses, ensembles and hats radiate summer and sunshine.

Miss Mary Seavers, buyer of skirts and sweaters, sailed on the Olympic, December 9th, for her first buying trip abroad. Every one wishes her a good trip.

Mr. Gattmann also sailed on the Olympic. We are eager to see the newest of the new in coats and suits that Mr. Gattman will select.

The Ladies' Coat Department miss their efficient stock boy, Benjamin Harris, who has recently been transferred to the Shoe Department in the Downstairs Store.

A Well Deserved Tribute

Sometimes, in the rush and tumble of our hurried lives, we forget there are about us co-workers just "breaking in" and getting acquainted with our great store family. But when we do remember—what secret happiness we bring to someone who truly appreciates thoughtfulness. Mrs. Elizabeth Herbst, employed temporarily in the Bureau of Adjustment, feels this way about Marie Dezort, who took no end of patience to explain to Mrs. Herbst the routine and nature of adjusting problems. Mrs. Herbst's appreciation of Marie's kindness, thoughtfulness and helpfulness expresses, we are sure, the feeling of other new co-workers who have been guided through difficulties by the friendly encouragement and interest of those about them.

PHONETIC SPELLING

Miss Singleton, of Shopping Bureau: "Is that F as in Frank, S like in Sam?"

Customer: "No. It's S like in cider."

"Papa, what makes a man always give a woman a diamond engagement ring?"

"The woman."—*Exchange.*

Sixth Floor News

Great pains were taken to dress up the Sixth Floor for the month of November, and all co-workers put forth their best efforts and made suggestions to make the trims look beautiful. Imported merchandise was displayed, and our lovely cushions, and imported lamps made the finishing touches.

We feel very proud of the Muslin Underwear Department, as they were congratulated on their lovely display by Mr. O. M. Kaufmann and Mr. Edgar Kaufmann at the last Buyers' Meeting.

Mr. L. Devlin has joined the Store and is located in the Wash Goods Department. We wish Mr. Devlin success.

We wish to extend our sympathy to Mr. Hynes on the recent death of his son.

We wish also to extend our sympathy to Mrs. McCarthy on the losses she suffered caused by the North Side explosion.

We welcome Mr. Leinen, our new floorman, and wish him success.

Mrs. McDonald is now back with us after her recent illness, and we are very happy to have her, and to see her looking so well.

Miss Weyman, buyer of knit underwear, made a very interesting trip to Amsterdam, N. Y. to make a purchase, and had the good fortune of going through the Rayon Mills. She returned so enthused and happy about her trip and has told us much about rayon and how it is made.

Scottie, the electrician has been making several trips to the Sixth Floor but there have been no repairs. Can anyone explain?

Every Friday morning the silk department has a very interesting department meeting. Mr. McLeod gives very interesting talks on new weaves in silks. The sales people find this very helpful in describing the different materials, to the customer.

Seventh Floor

Miss Hassler is welcomed back to the Baby Carriage Department, after an illness that kept her away from the store for five weeks.

Mr. Keown, has returned to the Hardware Department after his long illness. His fellow-workers are very glad to have him back again and hope he will keep well.

Miss Peters is another fellow-worker who has returned after a long illness. We are glad to have her with us again in the Tray Section.

Welcome to the Hardware Section, Mr. Dickson! We hope you will enjoy your work with us.

Mr. John Forsythe is another new-comer in the Hardware Department. All the way from Clyde Bank, Scotland, Mr. Forsythe has come. We are glad to have him with us and hope he will be happy here.

School Teacher—"Willie, do you know what becomes of boys who use bad language when they're playing marbles?"

Willie—"Yes, miss. They grow up and play golf."

"OH, LITTLE TOWN OF BETHLEHEM"

As Told by a Fellow-Worker Who Formerly Lived in Jerusalem

All over the world they are singing at Christmas time "Oh little town of Bethlehem, How still I see thee lie, Above thy deep and dreamless sleep, The silent stars go by." The song carries me back to my old home, just ten miles from the little town of Bethlehem. I lived there until 1921, when I came to this country and to Kaufmann's. As far back as I can remember, we used to go to midnight service on Christmas eve, in Bethlehem. The road from Jerusalem (my home) to Bethlehem, goes through quiet country—pasture-land that looks much as it did nineteen hundred and twenty seven years ago. Many people used to walk the ten miles to the Christmas eve service in Bethlehem. We nearly always went with horses and a carriage.

Then came the bad years of the war. Christmas of 1914, 1915 and 1916 no one could safely go over the road to Bethlehem. The Turks were holding that territory and the soldiers' tents were all along the road. I do not like to recall those years. The war brought sorrow to my family. But great was our joy when, in 1917, the British took Jerusalem, on December 9th. Once again we could go to the beautiful Christmas eve services in Bethlehem!

The religious celebration is carried on in the church of the Nativity. This Church is the oldest Christian church in existence. It dates back over 1600 years. The various religious activities are carried on throughout the night and the chief performer is the Patriarch (the highest ruler of the church). The grand mass is performed in the Manger which is located on the spot where the original manger was found. Right above the Manger is a beautiful painting of the "Birth of Christ". This along with the prayers offered, brings home to every one present there the gift of God to man. Then in the days of rush and hustle when all of us are busy getting our shopping done and buying precious gifts for our dear friends, let us not forget the really great thing that happened on Christmas Day. —B. K.

Editor's Note:—Quite by chance, the editor learned that Miss Toukatlian, a fellow worker in the North Side Service Station, comes to us from Jerusalem. She was prevailed upon to write this little article. And very reluctantly she has promised to write something for the January issue about her experiences in Jerusalem during the World War.

LETTERS LIKE THIS ARE ALWAYS WELCOME

Mr. E. J. Kaufmann,
Kaufmann Department Store.,
Pittsburgh, Pennsylvania.,

Dear Sir:

I recently had an occasion to spend a few days in your city.

In unpacking, I made the unpleasant discovery that several necessary articles of wearing apparel were conspicious by their absence. Very reluctantly, I set forth to repair these omissions.

Quite by chance, I arrived at your store, where I made the necessary purchases, and in doing so, for want of something to say, I explained to the young man who was making the sale, that I was a stranger, and that my purchasing these articles was the direct result of carelessness in packing. He proved to be very sympathetic and courteous, making a number of suggestions, which saved me the annoyance of another hasty trip in search of a haberdashery.

I was so impressed by this gentleman's courtesy and willingness to be of assistance to a stranger that I inquired for his name, (which proved to be N. J. Serbin,) with the intention of stopping in at your offices and thanking him through your organization, for although I had expended about fifteen dollars more than I expected to, yet I considered the experience well worth it. My time then being limited, I failed in my intention, and did not again think of the incident until today, when I inadvertently found the name on a notation in my pocket.

You will confer a favor on the writer by extending to Mr. Serbin my gratification and thanks for his courtesy and kind assistance.

Very truly yours,

W. M. S.

A Courtesy Gratefully Acknowledged

Mrs. Gulland has reported to the store a service which meant much to her. One day recently, she turned her ankle while walking in Wilkinsburg. A Kaufmann driver saw her plight, stopped his truck and offered to take her home. Mrs. Gulland was extremely grateful.

Ed. Shearer, of Forbes St. S. S., is here shown looking over a quiet sector of the Argonne.

Little Nedra Kaufmann, daughter of Mrs. Helen Kaufmann of the Silverware Department, is shown at the right.

Downstairs Store News

We are glad to have Mary Orrell back after an illness that kept her away for some time.

The girls of the Millinery Department say they have discontinued their roller skating reducing exercises. Instead they get the same reducing effect running back and forth to their new workroom.

Cecelia McCloskey, head inspector of the Basement Store, was married Thanksgiving Day. She is now Mrs. E. Lutz. All good wishes for her happiness are extended to her.

Mary May, formerly of the Fancy Linens wrapping desk, on the Sixth Floor, has succeeded Cecelia McCloskey, as head inspector of the Basement Store.

Miss Clara Hosterman has returned from a three-weeks' visit with her mother in Ohio.

Mr. Bodine has returned from a buying trip to New York, and the new hats are certainly interesting.

We are glad to have Anna Bordone back with us after her tonsil operation.

Mr. Herman, buyer of Shoes, has been putting in some very marked improvements in his departmennt.

Miss McCorkindale, Downstairs Store Training Supervisor, has assisted many of us in many ways. We're sorry, by the way, that she couldn't see that Pitt-Nebraska football game.

AN ARMY BED-TIME STORY

"When I was a little boy," said the drill sergeant softly to the awkward squad, "I had a company of little wooden soldiers. One day they disappeared and I cried as though my heart would break. Mother tried to console me. 'Don't you worry, Tom. Perhaps some day you will get them back again,' she said. And I sure did, you poor wooden-headed dumbbells." *Shoulder Arms.*

A New York actress was giving a benefit performance at Sing Sing, "Stone walls do not a prison make, nor iron bars a cage," she thrilled.

From back of the room a deep voice ejected, "But lady, how they do help!"—*Penn. Punch Bowl.*

Lady—"How much will you charge to take me to the cemetery?"

Taxi Driver—"One way?"

Tenth Floor News

Surprises are always welcome. Miss Ada Bitner of the Special Order Department received a very pleasant one in the form of a chop suey dinner and party arranged by her mother, on November 10. The girls from her department, also from the Shopping Bureau, had been invited and had the hardest time keeping the secret from being discovered. Miss Bitner had, it seemed, invited a few friends to spend the evening at her home and when she overheard a remark about her party, assumed it to be the one she had arranged. A complete surprise was staged, however, when the double crowd arrived. A wonderful evening was enjoyed by all, even to a mock wedding ceremony at which the groom was so excited he (she) fell down the stairs.

Miss Rebecca Sobel, of the Auditing Department, still is and always has been Miss Rebecca Sobel. This may not seem to be a "news note", such as the editor requests for the news columns of the Storagram. Yet, in view of the fact that Miss Sobel's picture appeared in the last issue of the Storagram, labeled "Mrs. Becky Sobel'", and in view of the fact that she has been receiving congratulations ever since, and in view of the fact that she was not then, nor is she now Mrs. Becky Sobel, we think it may be news to some that the "Mrs." attached to her name last month was a typographical error, and not real news at all!

Many will remember Mary Allison who, for many years, was one of Kaufmann's employees. Some may remember her as selling in the Furniture Department; some may remember her as being employed in the Charge Office; and some may remember her as demonstrator in the Bedding Department.

However, Mary is now in business for herself at Niagara Falls conducting a tea room and confectionery store. Several of her Kaufmann friends, visiting Niagara Falls last summer, dropped in to see her and she asked that her best regards be sent to all her Kaufmann acquaintances.

"Is he polite?"

"Is he polite! Why he apoligizes to himself when he cuts himself with the razor."—*U. of Wash. Columns.*

"Have any luck with the races this year?"

"Yes, I didn't play them!"—*Utah Humbug.*

"And So To Bed"

Old Christmas Returned

All you that to feasting and mirth are inclined,
Come, here is good news for to pleasure your mind,
Old Christmas is come for to keep open house,
He scorns to be guilty of starving a mouse;
Then come, boys, and welcome for diet the chief,
Plum-pudding, goose, capon, mince pies and roast beef.

The holly and ivy about the walls wind
And show that we ought to our neighbors be kind,
Inviting each other for pastime and sport,
And where we best fare, there we most do resort;
We fail not of victuals, and that of the chief,
Plum-pudding, goose, capon, mince pies and roast beef.

All travelers, as they do pass on their way
At gentlemen's halls are invited to stay,
Themselves to refresh, and their horses to rest,
Since that they must be Old Christmas's guest;
Nay, the poor shall not want, but have for relief,
Plum-pudding, goose, capon, mince pies and roast beef.

—Old English Carol.